

Appl. No. 10/733,058  
Amendment Dated September 27, 2007  
Reply to Office Action of June 1, 2007

### REMARKS

Applicants have amended claim 6 in order to obviate the Examiner's objection to the claim. Specifically, Applicants have amended the claim to provide proper antecedent basis for "the conveying direction."

New claims 14 - 24 have been added in order to alternately define the invention as disclosed in the specification.

Applicants respectfully request reconsideration of the Examiner's rejection of claims 6 - 13 under 35 U.S.C. §102(b). The Examiner has rejected these claims in view of the cited prior art reference of *Jenkins et al.* (U.S. Patent No. 4,457,981). The *Jenkins* reference is directed to an improved method of making composite web rolls, and to a labeling method, such that substantially a same amount of adhesive is provided on a wide label as on a narrow label. (Col. 1, lns 54 - 65). The Examiner cites Fig. 3 as disclosing Applicant's currently claimed invention. The Examiner states that *Jenkins* discloses "wherein neither the first portion, where cuts, 44, occur, nor the second portion, where images, 38 are printed contain width-wise cuts in a direction perpendicular to the conveying direction of the printing medium, 30 and 35."

Applicants respectfully disagree. Applicants note that Fig. 3 discloses, and Col. 3, lines 53 - 59 describes, cutter roller 39 that performs cuts in the width-wise direction of the carrier web 32. Accordingly, and counter to the requirement of the claims, both of the areas 44 and 38 cited by the Examiner contain width-wise cuts perpendicular to the conveying direction of the printing medium. Furthermore, and as clearly shown in Fig. 3, each of the finished rolls R include width-wise cuts.

For at least this reason, Applicants submit that the Examiner's rejection should be withdrawn, and claims 6 - 13 should be placed in condition for allowance.

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Regarding newly added claims 14 – 16, Applicants note that the Jenkins reference discloses that the cutter wheel cuts through the entire printing layer and printing medium in order to form a plurality of individual rolls R (See Fig. 3).

For at least this reason also, Applicants submit that claims 14 – 16 are distinguishable over the cited references of record and should be placed in condition for allowance.

According to the instant invention, width-wise cutting is advantageously performed internal to the printing apparatus prior to printing an image, and the problems inherent in the prior art where width-wise cutting of the roll of printing material was performed prior to insertion into the printing apparatus and prior to image formation have been eliminated.

One problem inherent in the prior art approach was that the precut portions would inadvertently release from the roll of material before the printing operation. Obviously, such a problem would result in jamming of the printer and other serious inefficiencies. Another serious shortcoming was that it was critical to properly align the precut portions with the printer head so that the printing operation was performed on the appropriate locations.

Applicants have disclosed a significant improvement over the prior art by providing a width-wise half cutting mechanism internal to the printing device which eliminates the significant shortcomings of the prior art. In accordance with presently claimed invention, Applicant's printing mechanism provides for the ability to either a) provide a completely uncut printing medium and provide the longitudinal cuts prior to image formation and prior to the width-wise cuts, or b) provide a printing medium containing longitudinal cuts but no width-wise cuts and provide only the width-wise cuts within the printing device after image formation.

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Applicants submit that the prior art references of record, whether considered alone, or in combination, fail to provide any teaching or suggestion whatsoever regarding this advance in the art.

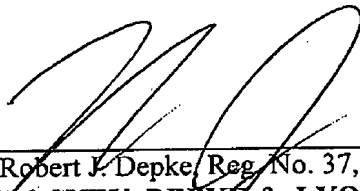
In light of the foregoing, Applicants submit that all claims now stand in condition for allowance.

In the event that it is deemed necessary, the Commissioner is hereby authorized to charge any fees due or to credit any overpayment to Deposit Account No. 50-3891.

Respectfully submitted,

Date:

10/1/07

  
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